2019 Brand/Logo-Quick Guide

In March 2019, Governor Polis launched a new logo for the state and its agencies. The unified state brand system specifies that state departments, including CDOT, be represented by the new Colorado "C" logo paired with a department-specific emblem and a text logotype.

THE NEW CDOT LOGO

Colorado "C"   CDOT Emblem   Text Logotype

Other Acceptable Formats
The configuration shown above is preferred. When space is limited, the alternate formats shown below may be used: the emblems only or the vertical format.

Emblems Only

Vertical Format

Minimum Size
The Colorado "C" and CDOT emblem part of logo must be at least 1/4" high.

Clear Zone
Logo should have a clear zone around it at least as large as the height and width of the "O" in Colorado. Leaving more space than the minimum is preferred.

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Reverse Applications
When using logo on dark or vivid backgrounds, use a "reverse/white" version.

Non-Color Applications
In uses where color is not an option, use a grayscale version or one color black or white version.

Logo Files
Main color logo files are available for download via the CDOT intranet. If you need colors or file formats, contact the Communications Office for assistance.

LOGO/BRAND COLORS
The 2019 brand colors derive from the CDOT Emblem and the state "C" logo.

CDOT Emblem Colors

Dark Blue:	cmyk 100/94/23/22	rgb 0/25/112	hex 001970	pms 2748c
Orange:	cmyk 2/66/100/0	rgb 239/117/33	hex ef7521	pms 158c

Colorado "C" Colors

Red:	cmyk 16/100/87/6	rgb 195/0/47	hex c3002f	pms 200c
Yellow:	cmyk 0/16/100/0	rgb 255/209/0	hex ffd100	pms 109c
Green:	cmyk 84/38/88/34	rgb 36/93/56	hex 245d39	pms 7483c
Purple:	cmyk 56/84/39/24	rgb 109/58/93	hex 6d3a5d	pms 5125c
Light Blue:	cmyk 83/54/35/12	rgb 53/100/126	hex 35647e	pms 7699c
Light Green:	cmyk 54/33/96/12	rgb 122/133/59	hex 7a8536	pms 7491c

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Text in logo is black

BRAND TYPOGRAPHY
The typography for the 2019 logo remains the same from the 2014 brand. Museo Slab 500/500 Italic is the primary typeface of the Colorado/CDOT brand. The type in the new logo is black.

Museo Slab 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trebuchet MS is the secondary typeface of the CDOT brand. Use it in bold, italics, etc.for alternate headlines, subheadings, body copy, detail call-outs and captions. Trebuchet MS is included on Macintosh and Windows operating systems. It is also usable for the web and is a standard font in Google Drive software.

Trebuchet MS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz